

<i>SERFF Tracking Number:</i>	<i>GEFA-127025070</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>American Continental Insurance Company</i>	<i>State Tracking Number:</i>	<i>47936</i>
<i>Company Tracking Number:</i>	<i>107981</i>		
<i>TOI:</i>	<i>MS09 Medicare Supplement - Other 2010</i>	<i>Sub-TOI:</i>	<i>MS09.000 Medicare Supplement Other 2010</i>
<i>Product Name:</i>	<i>Liberty Letter</i>		
<i>Project Name/Number:</i>	<i>/</i>		

Filing at a Glance

Company: American Continental Insurance Company

Product Name: Liberty Letter

SERFF Tr Num: GEFA-127025070 State: Arkansas

TOI: MS09 Medicare Supplement - Other 2010

SERFF Status: Closed-Filed-Closed

State Tr Num: 47936

Sub-TOI: MS09.000 Medicare Supplement
Other 2010

Co Tr Num: 107981

State Status: Filed-Closed

Filing Type: Advertisement

Author: Mary Ann Pyle

Reviewer(s): Stephanie Fowler

Date Submitted: 02/09/2011

Disposition Date: 02/23/2011

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name:

Status of Filing in Domicile: Not Filed

Project Number:

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 02/23/2011

State Status Changed: 02/23/2011

Deemer Date:

Created By: Mary Ann Pyle

Submitted By: Mary Ann Pyle

Corresponding Filing Tracking Number:

Filing Description:

Attached is a lead generation letter which will be used to solicit Medicare supplement insurance for American Continental Insurance Company. This letter will be used by agents to solicit individual Medicare supplement insurance for those eligible for Medicare supplement insurance.

Nothing in the advertising has been previously disapproved by the Department. To the best of our knowledge and belief this letter conforms to all state regulations.

Company and Contact

Filing Contact Information

SERFF Tracking Number: GEFA-127025070 State: Arkansas
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Mary Ann Pyle, Compliance Analyst mary.pyle@genworth.com
101 Continental Way 615-370-9044 [Phone] 7652 [Ext]
Brentwood, TN 37207 615-373-0272 [FAX]

Filing Company Information

American Continental Insurance Company	CoCode: 12321	State of Domicile: Tennessee
101 Continental Place	Group Code: 4011	Company Type: Life and Health
Brentwood, TN 37027	Group Name:	State ID Number:
(615) 377-1300 ext. [Phone]	FEIN Number: 20-2901054	

Filing Fees

Fee Required?	Yes
Fee Amount:	\$50.00
Retaliatory?	No
Fee Explanation:	
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Continental Insurance Company	\$50.00	02/09/2011	44531690

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	02/23/2011	02/23/2011

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Disposition

Disposition Date: 02/23/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Liberty Letter	Filed	Yes

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Form Schedule

Lead Form Number: 107981

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 02/23/2011	107981	Advertising	Liberty Letter	Initial			107981_0127 11_ACIC.pdf



[Agent Name]
[Agent Title]
*Licensed Insurance Agent of
American Continental Insurance
Company*

[Street Address]
[City, State 00000]
[123 456.7890]
[123 456.7890 fax]
[123 456.7890 mobile]
[Email address]
[Web]

[Date]

<<Name line 1>>
<<Addr Line1>>
<<City>>, <<State>> <<Zip>>

Dear [Name],

For many years, I have represented Genworth Life Insurance Company as a Long Term Care Insurance agent/producer. During that time, many of my clients have asked what else can the Genworth family of companies do for me? I am pleased to say the answer is *more*.

I'm happy to let you know that I can now make Medicare Supplement insurance underwritten by American Continental Insurance Company available to you.

[I will be calling you in the next week or so to schedule some time to arrange a complimentary overview of Medicare Supplement benefits. Of course, if you prefer, you can reach me sooner at [agent phone]].

I look forward to speaking with you.

Sincerely,

[Agent Signature]

[Agent Name]



Not connected with or endorsed by any government agency or the federal Medicare program.

This is a solicitation for insurance. You may be contacted by an agent.